

## CLAIMS

What is claimed is:

- 5 1. A vehicle floor mat comprising:
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- a molded flexible mat having a raised peripheral lip provided on side edges of the molded mat;
- a first area contained within the peripheral lip, said first area having a recessed bottom surface and a plurality of raised protrusions extending from said bottom surface thereby providing a texturized surface; and
- at least one wear plate fixed upon the bottom surface of the molded mat.
- 10 2. The vehicle floor mat according to claim 1, further comprising:
- a second area contained within the peripheral lip, said second area having a recessed floor and a plurality of elongated parallel ridges protruding from the recessed floor.
- 15 3. The vehicle floor mat according to claim 2, wherein said second area further comprises a plurality of raised bumps on the recessed floor in between the parallel ridges.
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- 20 4. The vehicle floor mat according to claim 3, wherein said first area of the molded mat generally covers an upper section and a lower section of a substantial floor area of the mat, and said second area of the molded mat generally covers a middle section of the substantial floor area of the mat.
5. The vehicle floor mat according to claim 4, wherein said at least one wear plate comprises a heel plate located in the lower section of the mat.
- 25 6. The vehicle floor mat according to claim 4, wherein said at least one wear plate comprises a toe plate located in the upper section of the mat.

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7. The vehicle floor mat according to claim 4, wherein said at least one wear plate comprises a toe plate located in the upper section of the mat and a heel plate located in the lower section of the mat.

8. A vehicle floor mat comprising:

a molded flexible mat having a front surface with a raised peripheral lip provided on side edges of the molded mat;

a first area contained within the peripheral lip, said first area having a first texturized surface pattern;

a second area contained within the peripheral lip, said second area having a second texturized surface pattern different from said first pattern, wherein said first area of the molded mat generally covers an upper

section and a lower section of a substantial floor area of the mat, and said second area of the molded mat generally covers a middle section of the substantial floor area of the mat; and

at least one wear plate fixed upon a recessed bottom surface of the first area of the molded mat.

9. The vehicle floor mat according to claim 8, wherein said at least one wear plate is surrounded at its edges by a contoured wall, raised and extending up from the bottom surface.

10. The vehicle floor mat according to claim 8, wherein said at least one wear plate comprises a metal plate having a texturized surface pattern.

11. The vehicle floor mat according to claim 8, wherein said at least one wear plate comprises a toe plate located in the upper section of the mat and a heel plate located in the lower section of the mat.

12. The vehicle floor mat according to claim 8, further comprising a back side of the molded mat, said back side having at least one gripping section for gripping the vehicle floor, said gripping section having a plurality of outwardly extending protrusions.

13. The vehicle floor mat according to claim 12 wherein said at least one gripping section located on the back side of the mat opposite said wear plate fixed to the front surface of the mat.

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